



Department of City Development
City Plan Commission
Redevelopment Authority of the City of Milwaukee
Neighborhood Improvement Development Corporation

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October 4, 2017

To the Honorable Members of the
Zoning, Neighborhoods and Development Committee
City of Milwaukee
City Hall, Room 205

Dear Committee Members:

File No. 170798 relates to a Minor Modification to the Detailed Planned Development (DPD) known as Park Place, Stage 5, to allow for additional building and freestanding signage at 10850 West Park Place, located on the north side of West Park Place, west of West Liberty Drive, in the 5th Aldermanic District.

This site is located within the Park Place Planned Development, and more specifically Stage 5. The site consists of one, 12-story office tower known as Two Park Plaza and a two-level parking deck. There is a General Planned Development (GPD) for the entire Park Place office park that establishes signage standards for the various sites. The Detailed Planned Development (DPD) for Stage 5 references back to the GPD with respect to allowable signage. The applicant is proposing a minor modification to the DPD to permit additional building and freestanding signage for the site in order to meet tenant requirements.

Specifically, the GPD for Park Place permits one monument sign on the site, which is to not exceed 10 feet in height and 50 square feet in area. The applicant is proposing two monument signs for the site, both of which will not exceed approximately 13 feet in height. The signs will sit atop a 3 foot tall pedestal, and will not exceed roughly 60 square feet. The signs will be made of aluminum and will be LED illuminated. The signs will be placed near the entrances to the site. The GPD limits the number of wall signs to 2, and the height of the letters to 4 feet. The applicant is proposing to increase the number of signs to 4, and allow a height of 6 feet for the letters. The maximum square footage of each sign will be 225 square feet, consistent with the GPD requirements. All other aspects of the DPD are not affected by this minor modification.

Since the proposed minor modification to the DPD is generally consistent with the General Planned Development (GPD) standards and the additional signage is necessary to meet tenant needs, the City Plan Commission recommended at its regular meeting on October 2, 2017 recommended approval of the subject file.

Sincerely,

Rocky Marcoux
Executive Secretary
City Plan Commission of Milwaukee

cc: Ald. Bohl

